

# YOUR OIL AND GAS NEWS

## Media Pack



[www.youroilandgasnews.com](http://www.youroilandgasnews.com)

**YOUR  
DECOMMISSIONING  
NEWS**

**YOUR  
DRILLING  
NEWS**

**YOUR  
OIL RECRUITMENT  
NEWS**

**YOUR  
OIL EVENT  
NEWS**

**YOUR  
LNG  
NEWS**

**YOUR  
PRODUCTION  
NEWS**

**YOUR  
EXPLORATION  
NEWS**

**YOUR  
PIPELINE  
NEWS**

**YOUR  
OIL PRODUCT  
NEWS**

**YOUR  
SUBSEA  
NEWS**

**YOUR  
OIL AND GAS TRAINING  
NEWS**

**YOUR  
OIL SOFTWARE  
NEWS**

**YOUR  
PROJECT  
NEWS**

**YOUR  
PETROCHEMICAL  
NEWS**

# YOUR OILANDGAS NEWS

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PETROCHEMICAL  
NEWS

# YOUR OIL AND GAS NEWS

## Multi Media Listing (Gold Package)

£6,000 – per Annum

*Your Oil and Gas News gold package will provide you with:*

- Twelve months of continual advertising through Your Industry News, (normal charge £1,000 per month)
- A custom built micro-site, branded in the same corporate style as your website and designed to promote every key page and all of your products. Listed as top position in all the directory sections in which your company operates.
- Design of a flash animated advert to promote your company.
- Release your companies' media information as the lead story in the relevant news portal, daily newsletter and online blog. Your press release will be uploaded with a picture and hyperlinked to the relevant pages of your website.
- Your logo to appear on the top of the daily newsletter (circulation 22,000+).
- An interview with your CEO/MD featured on the website and sent out to our mailing list.
- Three unique one page websites designed for your main products and services.
- SEO analysis of your company's website.



KONGSBERG

claxton

ELSEWEDY  
ELECTRIC



# YOUR OIL AND GAS NEWS

**Search Engine Optimisation Service (Silver Package)**  
**£4,000 – per Annum**

*Your Oil and Gas News silver package will provide you with:*

- A one page listing with your company information, company logo and two additional images listed in the top position in all industry sectors and regions your company operates.
- Three months advertising in all the industry sectors in which your company operates.
- Release your companies' media information as the lead story in the relevant news portal, daily newsletter and online blog.
- Design of a flash animated advert to promote your company.
- One unique one page website designed for your main product/service.
- SEO analysis of your company's website.



# YOUR OILANDGAS NEWS

**Press Focused Listing Pack (Bronze Package)**  
**£2,000 – per Annum**

*Your Oil and Gas News bronze package will provide you with:*

- A one page listing with your company information, company logo and other pictures, listed in three industry sectors and regions your company operates.
- One months advertising in all the industry sectors in which your company operates.
- Release all your companies' media information in the relevant news websites, daily newsletter and online blog, over a 12 month period.
- Your press is uploaded with an image/logo and the relevant hyperlinks.
- Press is uploaded with an image/logo and the relevant hyperlinks.



National Hyperbaric Centre



seatronics



amec  
Earth & Environmental, Inc.



C-Tecnic  
subsea electronics

# YOUR OIL AND GAS NEWS

## Box and Banner Advertising *£1,000 per month*

### *Box Advert*

*Dimensions: 250x250 pixels*



- Prime visibility on the home and relevant news pages of the site
- Can be designed by the Your Industry News in house web designer, to provide maximum impact.

### *Banner Advert*

*Dimensions: 468x60 pixels*



- Appears at the top most position of the websites
- Can be designed by the Your Industry News in house web designer, to provide maximum impact.

*Your Industry News* release press through all the relevant industry websites, indexing the article through Google and all of the major search engines, exposing the article to both the readership of *Your Industry News* and the organic traffic through the search engines.

*Your Industry News* works in tune with Google, meaning any release will be picked up by Google News, and other major news services.

Press is also streamed through all of the social bookmarking sites, such as LinkedIn, Facebook, Twitter, Digg and Delicious.

Your press will be released through the online blog, which is mirrored using the same technology as the CNN blogs. This ensures press is sent out to the 40 million strong blogging communities, by using keywords.

## *International Coverage*

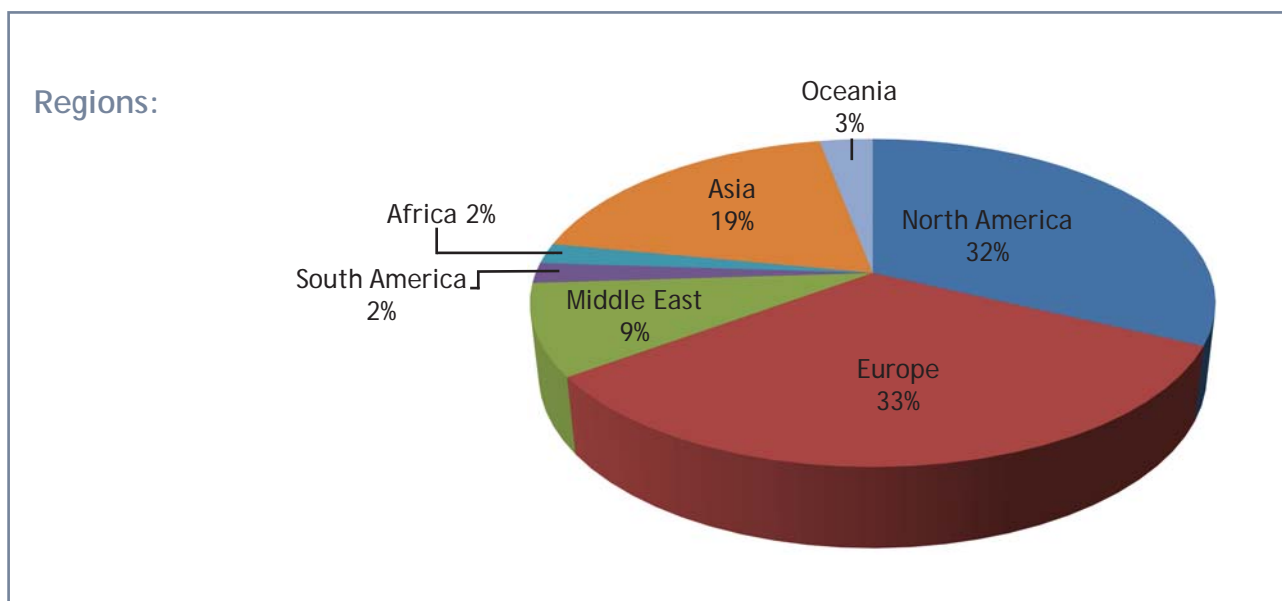
- Over 150,000 individual users visit our group of websites each month, creating over 1,000,000 page views. Each website has been recognised as an international leader within its particular industry sector.
- The websites have a global readership from over 150 countries.
- Readers include CEO/MDs, Sales & Marketing Managers, Engineers, Senior Professionals and Journalists.

## *Submitting Your Press*

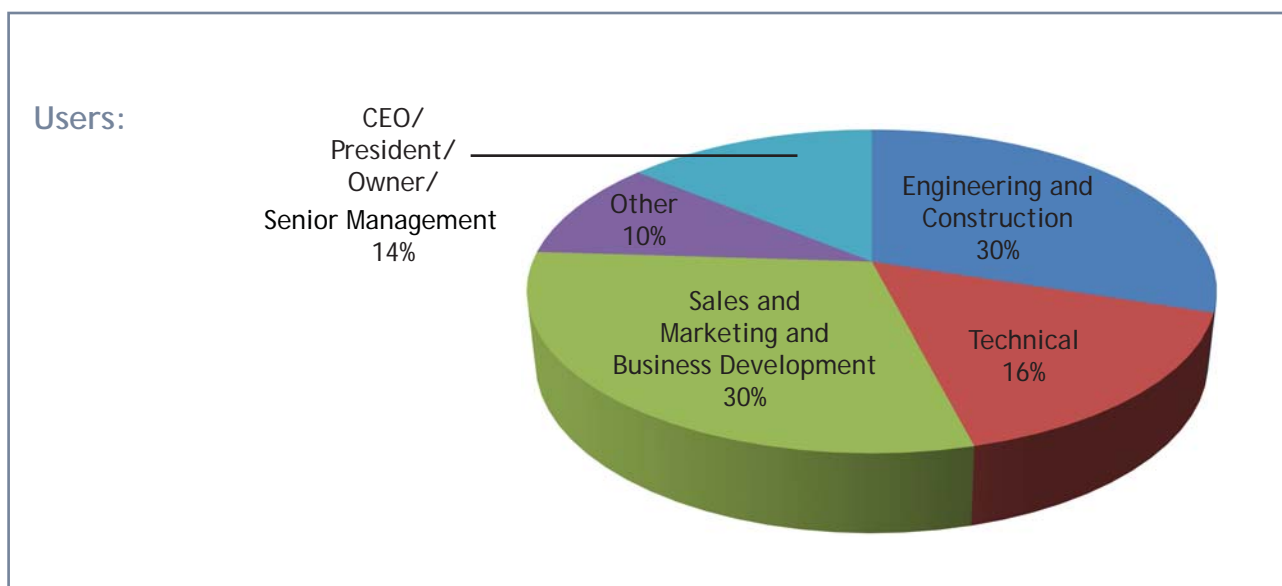
Please send an email with your request to [newpress@yourindustrynews.com](mailto:newpress@yourindustrynews.com) or call us at Tel: ++44 (0) 1224 582902



Below is a regional breakdown of the monthly users. In the month of August 2011, users came from over 150 countries.



Below is a breakdown of the types of users that visit *Your Industry News*:



# YOUR OIL AND GAS NEWS

## Testimonials

***The websites have received accolades from International News Organisations and Clients.***



*"Bowtech have used many optimisation systems in the past to generate traffic to our website as well as traditional media with limited success, but when we were persuaded to try Your Industry News, we were surprised at the impact this had on our traffic and of course enquires leading to sales. This was not the main reason for using Your Industry*

*News, but to publicise our news and syndicate it globally in as fast a way as possible which Alistair and his team have a proven capability, with some site advertising and other features we have chosen to use, we regard Your Industry News as a vital marketing tool. A recent press release generated several enquires with 2 hours of the news being released to Your Industry News."*

**Mike Winstanley**  
Sales Director, Bowtech Products



*"It is critical for companies - regardless of where they are based or maintain operations - to have their news seen by media, investors and important stakeholders around the world. Partnering with 'Your Industry News'*

*provides a great deal of value to our clients because it means their news is carried to interested recipients in a timely, highly-targeted way."*

**Bernadette Lee,**  
Vice President, Products and Partners at US Based Marketwire



*"Your Industry News has become one of the top referring sites to our website since signing up to the professional marketing listing and we are very pleased*

*with the increased website traffic and also the excellence service Your Industry News provide to us'.*

**Olgunay Jones**  
SPT Group



*All services*

Multi Media Listing ( <i>Gold Package</i> ) .....	£6,000 per Annum
Search Engine Optimisation Service ( <i>Silver Package</i> ) .....	£4,000 per Annum
Press Focused Listing Pack ( <i>Bronze Package</i> ) .....	£2,000 per Annum
Box and Banner Advertising .....	£1,000 per month
Releasing Press .....	£225 for four articles
Write Press .....	£150 for one article

*Projects OGP (separate media pack on request)*

One user - Global Access .....	£2,000
Unlimited Users - Global Access .....	£4,000
Projects OGP + - Global Access .....	£8,000

*Other services*

Corporate Video .....	£2,000
Interview with CEO .....	£1,000

# YOUR OILANDGAS NEWS

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